



How Lowry Computer Products adapts to changing business environments.

# LOWRY®

Data flow at lightning speed

## Industry:

Computer/IT

## The Challenge:

Update antiquated legacy system with new functionality for a 21st century customer service organization.

## The Solution:

With Astea Alliance, Lowry Computer Products was able to streamline business processes to keep up with the ever changing demands of their customers.

## Business Areas:

Integrated contract management  
Contact center  
Field service  
Logistics  
Repair depot  
Sales order processing

## Number of Users:

Under 100

*We all have seen how business environments are changing at an ever increasing pace. Astea Alliance is providing information that enables Lowry to monitor performance on a daily basis and be much more responsive to changes in its business environment.*

*— Sandra Wright, IT Director*

The old refrain “it’s all done by computer” could have been coined by customers of Lowry Computer Products. The 30-year-old Brighton, Michigan-based Company is a leading provider of Automatic Identification and Data Capture (AIDC) solutions for supply chain management. As revealed by Lowry’s product offerings, AIDC covers a multitude of products and services for wireless LANs, bar code printing, RFID and automatic data collection.

Lowry solutions enable companies to automatically encode, print and label, identify, capture, communicate and share critical information across an enterprise. In an era when business moves at the speed of data, Lowry accelerates the data flow from manufacturing to distribution to retail—fulfilling the business needs and standards for industries such as Automotive, Food & Drug, Electronics, Consumer Goods, Healthcare, Government and Pulp & Paper.

## *Customizing Customer Service and Support*



To say customer service is an integral part of Lowry's end-to-end business solutions understates the company's competitive differentiation. Lowry provides customers with customized, supplier-independent solutions and superior support services—the latter being the business driver for increasingly expanding use of Astea Alliance software from Astea International Inc.

Rather than assume they know what customers need, Lowry listens to customers, gets to know their business and provides customer service to meet their specific requirements. The company leverages customer feedback and escalation channels to monitor and maintain expected service levels. The value-added service helps not only to win customers but also keep customers for life.

"We use Astea Alliance to manage every aspect of service—from contract monitoring to service call handling and dispatching to tracking service agent activity to our depot repair to tracking all of our inventory to knowing how well we are serving customers," says the company's IT director Sandra Wright. "Astea Alliance automates and integrates management for all areas of our service business and provides us with the reporting we need to make good business decisions.

"From a service business perspective, it was important to use more of what Astea Alliance could deliver," continues Wright. "We all have seen how business environments are changing at an ever increasing pace. At Lowry, we devoted more IT resources to work with our business managers and evaluate and improve business processes. As a result, Astea Alliance is providing information that enables Lowry to monitor business performance on a daily basis and be much more responsive to changes in our business environment. I think that is key to any company's success these days no matter what business they are in."

*Astea Alliance is providing information that enables Lowry to monitor business performance on a daily basis and be much more responsive to changes in their business environment.*



## ASTEIA Customers in Action: Lowry Computer Products

Lowry's deployment of Astea Alliance supports a nationwide field service force, each with their own vehicle inventory. Just-in-time inventory methodologies track parts movements from warehouses and suppliers to field technicians. Parts returned to Lowry for depot repair and movement through the repair chain are also tracked with Astea Alliance.

*“Our return on investment with Astea is doing more* with essentially the same complement of people by leveraging the software to work smarter.”, concludes Wright, “We run our service operations more efficiently. We are better able to understand how well we serve customers and anticipate industry trends.”

Expectations are that Lowry will be expanding these business advantages to new levels with future release of the .NET architected Astea Alliance v7. The new software augments reporting that Lowry now uses with analytical applications and real-time dashboard views of service performance. Other system enhancements that Wright's IT group at Lowry were considering to build themselves for their current software are standard features in v7.

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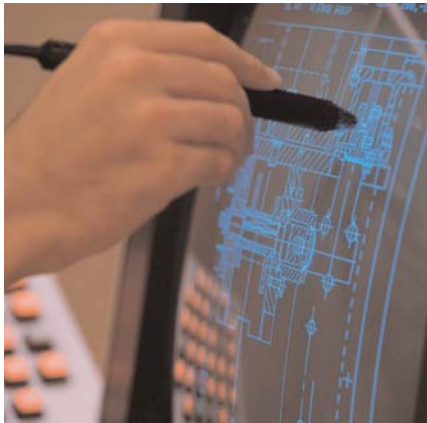
*— Sandra Wright, IT Director*



“We are really excited about the .NET implementation of Astea Alliance. There are so many features that will benefit our company,” confirms Wright.

Lowry is also assessing deployment of Astea Alliance mobile tools that would enable field technicians to independently access the system from remote locations.

“We have just really good tools with Astea Alliance, and we continue to leverage them,” says Wright. “There is more we can do both with our current version and the new .NET version. We’re very excited about the direction that Astea is taking with its products. They are making some excellent choices with regard to their architecture and building on their already expansive functionality to really take service into the future.”



*We’re very excited about the direction that Astea is taking with its products.*

*-Sandra Wright*

### **Business Growth:**

- Lowry will be expanding these business advantages to new levels with future release of the .NET architected Astea Alliance v7. The new software augments reporting that Lowry now uses with analytical applications and real-time dashboard views of service performance.
- Astea Alliance has made the company more responsive to changes in their business environment and changes in their customer’s views.
- With the deployment of Astea Alliance mobile tools, technicians are able to independently access the system from remote locations, doubling their efficiency and accuracy.

### **Improved Customer Satisfaction:**

- The value-added service provided by Astea Alliance, helps not only to win customers but also keep customers for life.
- The company leverages customer feedback and escalation channels to monitor and maintain expected service levels.

### **Reduced Operating Costs:**

- Service operations run more efficiently and Lowry has a better understanding of how well it serves customers
- Parts returned to Lowry for depot repair and movement through the repair chain are also tracked with Astea Alliance, keeping costs down.

*Our ROI with Astea Alliance is doing more with essentially the same complement of people by leveraging the software to work smarter.*

*-Sandra Wright*



*Corporate Headquarters*

240 Gibraltar Road  
Horsham, PA 19044-2306  
USA

[info@astea.com](mailto:info@astea.com)

+1.800.347.7334

+1.215.682.2500

*European Headquarters*

Trent House, University Way  
The Technology Park  
Cranfield, Bedfordshire  
MK43 0AN  
United Kingdom  
[info@astea.co.uk](mailto:info@astea.co.uk)

+44.(0)1234.756.700

*Asia-Pacific Headquarters*

118 Christie Street  
St. Leonards, NSW 2065  
Australia

[info@astea.com.au](mailto:info@astea.com.au)

+61.2.9436.0855